coverage area etc. For this purpose, the distribution of advertisements, Rupee terms, will be as under:

Category	Ceiling (in rupee terms)
Small	-15% (minimum)
Medium	-35% (minimum)
Big	-50% (maximum)
English	-30% (approx.)
Hindi	-35% (approx.)
Regional and other languages	- 35% (approx.)

The above norms are indicative and should be adhered to in the overall media strategy of the Ministries/Departments to ensure maximum coverage at optimum cost. However, in specific cases where a Ministry/Department wishes to make a deviation from these norms, full and detailed justification should be given while placing the order.

DAVP shall bring all such deviations to the notice of the Ministry of Information & Broadcasting for information and necessary action.

Clause-27

The powers to review vests with the Ministry of Information & Broadcasting, in cases where DG:DAVP is the final authority.

Statement-II

Documents required for empanelment with DAVP

1. RNI registration Certificate Number.
2. Evidence for Circulation (Chartered Accountant Certificate/Cost Accountant Certificate/ Statutory Auditor Certificate/ABC Certificate, as applicable).
3. Copy of the annual return submitted to RNI.
4. A daily newspaper should furnish issues of first one month of the year of their publication along with issues of the 18th month and 35th month of their publication and weeklies & fortnightlies must furnish issues of preceding six months and monthlies should furnish latest 12 months issues. Daily Publications more than 3 years old and not previously empanelled with DAVP will furnish the relevant copies starting with the previous 3 years in the same manner as above.
5. Three copies of the rate card.
6. Photocopy of the Permanent Account Number (issued by Department of Income Tax).

Implementation of NREG Programme

*99. SHRI N.R. GOVINDARAJAR: Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether Government has reviewed the progress of the implementation of the National Rural Employment Guarantee programme;

(b) if so, the details thereof;

(c) the names of States which are lagging behind in the implementation of National Rural Employment Guarantee programme; and

(d) the steps taken by Government against these States?

THE MINISTER OF RURAL DEVELOPMENT (DR. RAGHUVANSH PRASAD SINGH): (a) and (b) Yes, Sir. Review of the progress of the implementation of NREGA is done on regular basis NREGA has been reviewed at the highest level in Prime Minister's review meeting on 20.6.2007. Performance Review Committee meetings are undertaken by the Minister of Rural Development and Secretary (Rural Development) from time to time. During the year 2007-08, three Regional Review Committee meetings have been held to cover review of all States. These were held at Orissa, Guwahati and Jaipur. A Central Employment Guarantee Council was constituted on 22.9.2006 to review and monitor the implementation of the Act. The Council has so far held three meetings and reviewed the implementation of NREGA. Members of the Council also conduct field visits in various States to oversee the progress of the Act. An Executive Committee constituted under the Central Council reviewed the progress of the Act in its meeting held on 16.8.2007.

Progress of NREGA was also shared in the interactive session with Members of Parliament held during 20th - 23rd August, 2007 and 5th -6th September, 2007. National Level Monitors (NLMs) and Area Officers of the Ministry visit various districts to oversee the progress of the Act. the Area Officers have been directed to cover 10 village during their each visit. Vigilance and Monitoring Committees have also been set up to review the implementation of the Act.

(c) and (d) NREGA is demand driven. The pace of implementation of the Act varies from State to State based on the scale and volume of demand in a particular context. During the year 2006-2007, a total of 2.12 crore households had demanded employment, out of which, 2.10 crore were provided employment. During the current year upto September, 2007 a total of 1.98 crore households have demanded employment, out of which, 1.88 crore have been provided employment. However, in some States the implementation of the Act has been affected due to State Assembly elections and also due to natural calamities like rains, floods etc. As employment is provided under the Act on demand, there are not fixed targets and therefore, it is not correct to say that a particular State is lagging behind.

Employment Opportunities in Organised Sector

†*100. SHRI RAJ MOHINDER SINGH MAJITHA:
SHRI RAM JETHMALANI:

Will the Minister of LABOUR AND EMPLOYMENT be pleased to state:

(a) whether it is a fact that despite increase in annual growth rate of Gross Domestic Product (GDP), the number of employment opportunities in the organised sector is decreasing;

(b) if so, the details thereof;

(c) the numnber of employment opportunities in the organised sector in the year 2000 and 2006 respectively; and

(d) the names of the regions where maximum and minimum number of employment opportunities have increased in the above mentioned period?

THE MINISTER OF STATE OF THE MINISTRY OF LABOUR AND EMPLOYMENT: (SHRI OSCAR FERNANDES) (a) Yes, Sir.

(b) Employment in the organised sector declined by 15.02 lakh in March, 2005 as compared to March, 2000. The decline in employment opportunities in the organised sector is partly due to more investment in capital intensive rather than labour intensive technology in the organised sector, outsourcing and right sizing of the public sector.

†Original notice of the question was received in Hindi